

## CLAIMS

1. A method for managing a public lottery under the control of a computer system, which is connected to a telecommunication system, said telecommunication system having subscribers which automatically can be identified in the system by a subscriber identifier, such as a telephone number or other identification code, said method comprising the steps of:

connecting electronically subscribers via said telecommunication system with the computer system in response to an action of the subscriber,

identifying the connected subscriber by means of the subscriber identifier in the telecommunication system,

sending to the connected subscriber a menu of selection information from the computer system,

receiving by the computer system selection information in response to a selection action of the subscriber,

assigning a unique identification code to the connected subscriber on the basis of the subscriber identifier,

sending the unique identification code to the connected subscriber, said code forming a code for a unique lot in the lottery,

charging the account of the subscriber of the telecommunication system for the cost of the lot in the lottery,

storing said unique identification code in a database in the computer system, and

randomising at least one identification code, i.e. one lot, out of a number of identification codes of connected subscribers, which have been assigned by the computer system and stored in the database during a specific period of time, in order to select a subscriber to be identified as a winner in the lottery.

2. A method of claim 1, wherein the computer system is sending a menu of selection information comprising different quantities of lots, e.g. 1, 2, 3, ..etc, to be selected by the connected subscriber.

5           3. A method of claim 2, wherein the computer system is sending a menu of selection information comprising different objects, e.g. charity objects, to be selected by the connected subscriber to be the recipient of all or part of the charged amount for the lot.

10           4. A method of claim 3, wherein the menu of selection information is presented to the connected subscriber in the form of a speaking voice.

15           5. A method of claim 3, wherein the menu of selection information is presented to the connected subscriber as displayed information on a screen.

20           6. A method of claim 1, wherein the unique identification code is based on a combination of the subscriber identifier and a personal code or other type of code, said personal code or other type of code having been transmitted to the computer system in response to an action of the connected subscriber.

25           7. A method of claim 1, wherein said unique identification code of a connected subscriber is forming a code for at least two lots in the lottery.

30           8. A method of claim 7, wherein said unique identification code of the connected subscriber is transmitted to the computer system, and the lottery database in said system is updated such that said unique code is stored, once for each purchased lot of the connected subscriber.

9. A method of claim 1, wherein the public lottery is part of a television program.

5           10. A method of claim 1, wherein the action of the subscriber consists of clicking buttons.

11. A method of claim 1, wherein the action of the subscriber consists of speaking sounds.

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12. A method for managing a public lottery under the control of a computer system, which is connected to a telecommunication system, said telecommunication system having subscribers which automatically can be identified in the system by a subscriber identifier, such as a telephone number or other identification code, said method comprising the steps of:

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connecting electronically subscribers via said telecommunication system with the computer system in response to an action of the subscriber,

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identifying the connected subscriber by means of the subscriber identifier in the telecommunication system,

assigning a unique identification code to the connected subscriber on the basis of the subscriber identifier,

25           sending the unique identification code to the connected subscriber, said code forming a unique lot in the lottery,

charging the account of the subscriber of the telecommunication system for the cost of the lot in the lottery,

storing the unique identification code in a database in the computer system, and

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randomising at least one identification code, i.e. one lot, out of a number of identification codes of connected subscribers, which have been assigned by the computer system and stored in the database

during a specific period of time, in order to select a subscriber to be identified as a winner in the lottery.